

IDEAS FOR PRESS PICTURES



SPLASH Where there's water there's scope for the photographer. This splendid action picture is just one opportunity snapped.

IDEAS FOR PRESS PICTURES

Edited and compiled by
VICTOR CHAMBERLAIN



ILLUSTRATED



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INTRODUCTION

THIS is a book about ideas—ideas for Press
is impossible to be constantly at work. A lack of
ideas restricts free-lance work to a casual effort
now and then just when something obviously
useful presents itself.

Where Ideas Come From

It is not always clear where ideas come from. Sometimes they are the result of directed thinking; but a number of them seem to come from "nowhere"—they merely "come up" at odd moments. Sometimes, too, a strange experience or a particular incident awakens a stream of useful ideas capable of a good deal of expansion.

It is not possible here to consider all that might be said about sudden inspirations and ideas that appear "from the blue." It is sufficient to say that from time to time they *do* appear. Perhaps they are sometimes the result of mental processes which have been going on for some time previously,

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ne

What is quite certain however, is that the wide-awake camera journalist cannot afford to sit and wait for ideas to "come out of the blue," however brilliant they may be when they arrive. Some way must be found to stimulate the thinking processes.

Sources of Inspiration

It is of value at this point to consider what exactly an idea is. Readers cannot do better than to regard this phenomenon as the fusion of two or more mental pictures or the putting of "two and two together." All thinking may be regarded as the process of seeing the relationship and possibilities that may exist between one thing and another. It is therefore possible by an act of the will to try to see new relationships and possibilities between the things that are always passing through our minds.

Readers will readily appreciate from this that a mind which is constantly at work on new material is specially likely to be fertile in ideas. Hence the importance in journalism of having many interests, of seeing films, reading books, daily newspapers, and every inch of one's local newspaper.

The Purpose of this Book

It is not the purpose of this book to make concrete and detailed suggestions for Press pictures.

To do this would be impossible. Nothing can relieve the free-lance of the task of thinking for himself and working out ideas from his own experience and facilities.

Like all forms of art, however, Press pictures have similar characteristics, similar essential features and similar motifs. It is possible, therefore, to talk about pictures which may be classified as belonging to a certain type.

In this book a wide range of Press pictures have been classified under some two hundred side headings, and each paragraph consists of brief notes pointing out picture possibilities, and suggested forms of treatment.

How to Use this Book

Because of the numerous ways in which almost any subject may be treated, the notes in this book may be read again and again and still produce new ideas.

It is not possible to do more than hint at the market possibilities. To do so would be to open up an entirely new field of treatment, which has been done in detail in the author's book *How and Where to Sell Your Photographs*. The terms *topical* — *feature* — *technical* — *fine* — *happy* — *competition* and *cover*, however, have been used in the notes.

The topical picture refers to those which should be submitted for publication at a time when the subject-matter is topical from a news-value point

of view, while the feature pictures refer to those pictures which may be submitted almost at any time. The "fine" picture refers to those pictures of excellent photographic quality which may be submitted for large reproduction and for cover pictures. They are also suitable for the photographic Press. The "happy" picture and the "competition" picture refer to those pictures with a special "kick" and quality which make them valuable for competition work and Press reproduction. The technical picture, of course, refers to pictures suitable for specialised publications.

It is to be hoped, furthermore, that this book will illustrate the many ways in which the happenings all around can be handled. This is very important, as it enables the free-lance to make the most of his opportunities.

In conclusion, it is assumed that readers will obtain permission to photograph where such sanction is necessary.

A

"A DAY IN THE LIFE OF A —" Main idea: Series of pictures illustrating a day in the life of various people—a doctor, surveyor, architect, surgeon, dentist, school doctor, local medical officer, sanitary inspector, test pilot, motor-car tester, a Press photographer, a gamekeeper, a nurse, an automobile scout, a teacher, a gardener, a clergyman, an electrician, a policeman, an engine-driver, a radio operator, a zoo keeper, an actor or actress, chorus girls, a civil engineer, a modern farmer, a shop-keeper, and so on. Scope for humour.

ACCIDENTS. Main scope is for topical pictures if the accident has sufficient news-value and human interest.

Suggestions: "Heads" of people concerned; damaged cars, motor-cycles, bicycles or aeroplanes; general scene of crash; repair gangs at work; damaged houses in cases of air crashes and house explosions; injured in hospital; persons who escaped injury or being involved at all by some such lucky chance as a domestic "accident."

ACROBATICS. Photographers who are acquainted with expert gymnasts and acrobats should consider the possibilities of securing good

action pictures. Such pictures may be taken in the open air or by the sea, giving them a "holiday" atmosphere. Close-ups and good technique essential. Promising juvenile acrobats offer scope. Stage acrobatics also offer scope to those with suitable photographic apparatus. Scope for competition work and cover pictures.

ACTION. Really first-class action pictures are always acceptable, no matter what the subject. It is hardly necessary to stress the difficulty of securing these pictures. Knowledge of the subject, powers of anticipation, and camera skill are all essential.

Events offering scope for action pictures are motor-racing, motor-trials, hill-climbs, horse-shows, horse-racing, swimming sports, athletic meetings, cross-country running, boxing, wrestling, ju-jitsu, stage acrobatics, fun-fairs, sailing, sea-fishing, beach-play, winter sports, animals playing and fighting, and so on.

ADULT EDUCATION. These pictures are of the "back to school" type, featuring classes and courses on various subjects for grown-ups. Keep-fit classes come into this category. Also of interest, sometimes, are special week-end or summer schools at which are provided some special training or demonstrations. Doctors, teachers, nurses and others sometimes go "back to school" in order to keep abreast with new developments.



" ACTION " For those with suitable equipment action photography is always great fun and holiday carnivals offer many likely pictures

IDEAS FOR PRESS PICTURES

AEROPLANES. Scope somewhat limited.

Ideas: pictures for article illustration; "sky-scapes" featuring an aeroplane; at the aero-club; learning to be an aero-mechanic; well-known people or children of well-known people learning to fly; flying "fleas"; travel pictures featuring travel by airways planes and flying-boats.

AGRICULTURAL SHOWS. Always worth a visit.

Ideas: Close-up studies of horses, cows, bulls, pigs, sheep, goats and so on; humorous pictures; show friendships among the animals; studies of "specimen" country farmers inspecting machinery, etc.; new ideas; exercising the bulls; feeding time; pictures of tiny visitors inspecting huge cattle, and so on.

AGRICULTURE. Scope for illustrations of technical interest, concerning experiments, and so on. (See Farming.)

AIR PICTURES. Air pictures are becoming increasingly useful in all sorts of ways—surveying, farming, fishing, map-making, archaeological work, and so on, and such pictures have a technical interest. From the air, too, it is possible to obtain "airstapes" and cloud pictures of interest.

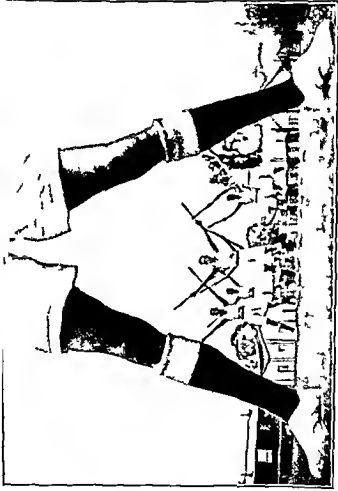
ANNIVERSARIES. Occasionally an anniversary of some sort becomes an occasion for public ceremony and recognition. Knowledge of this information in advance may offer scope for

topical pictures—houses where famous people stayed or were born; the gravestone; churches or anything which has close associations with the anniversary concerned.

ARCHÆOLOGICAL INTEREST. All over the country men and women with knowledge of archæology are constantly making discoveries of interest and carrying out a little research. In some cases these workers have a band of helpers—often schoolboys or schoolgirls—who spend part of the leisure time digging and excavating under supervision. Sometimes the results are almost negligible, but there is always an element of romance in this work, and interesting discoveries are made from time to time. Free-lances would do well to make contact with those *in charge* of these enterprises.

ARCHERY. This is rather an unusual subject nowadays. Quite a number of archery clubs are doing well, however, and offer an unusual subject for the camera. Some of the archery meetings are very well-attended and offer scope for topical pictures, specially if well-known people are taking part. Also archery for young people and real hunting with an arrow.

ARMY INTEREST. In these days special interest is paid to life in the Fighting Services. Care must be taken, of course, that all pictures taken have the approval of the authorities concerned.



ARMY INTEREST. This picture shows one of the services training for a Royal Tournament, an example of the ability to get some thing out of the ordinary. Such events are likely to be of help in training the cameraman, but should let recognize and seize such opportunities.

IDEAS FOR PRESS PICTURES

Pictures: Life in the Services; demonstrations of new apparatus and methods; recreational activities; departures and arrivals of men; camp life; festival activities in the Services (preparing for Christmas and the like); manufacturing of Service equipment; training of men in the Services; territorial activities; week-end training activities; domestic and humorous pictures. Note: Special feats of a record-making character by men in the Services bring the men concerned very much into the news.

A.R.P. Air raid precautions are now a regular feature of everyday life and new measures offer scope for topical pictures—training and so on.

ARTIFICIAL LIGHT PICTURES. Freelances should take advantage of the facilities made possible by flashbulbs and photoflood bulbs. Scope for pictures for the photographic Press and competitions arranged specially for artificial light pictures.

ATHLETICS. Scope for topical pictures; action pictures; exciting finishes; obstacle races (humorous); studies of women athletes; physical training displays; studies of well-known athletes; promising youngsters; studies of the more unusual athletic activities—putting the weight; studies of individual athletes taken at training periods; training for coming events; athletes well known in one branch of the sport taking up another branch.

IDEAS FOR PRESS PICTURES

AUTOMOBILE "GADGETS." "Gadgets" and "dodges" of use to car owners should be photographed or drawn for the motoring Press.

AUTUMN. Scope for pictorial work—falling leaves, autumn sunshine, and so on.

B

BABIES. Scope for unusual treatment.

Ideas: Babies crying; babies asleep; weighing baby; feeding time; bath time; babies' sun-bath, being examined by the doctor; rows of babies in hospitals; a babies' "hotel"; baby shows; babies "fighting"; "down the garden path" Animal babies—early days; a ride on mother's back; foster-babies, learning to run; feeding-time; scenes at kennels, family groups.

BANK HOLIDAYS. Scope for unusual treatment of holiday crowds—on stations, jammed in carriages, on the beach, and so on.

BARGES. Formerly an important method of transport, barges have disappeared from public imagination but are coming back into use again to some extent. Life on a barge and certain technical aspects of the problem offer scope to the camera-journalist who has knowledge of the subject. Scope for feature pictures

BATH NIGHT. An excellent subject for child pictures and competition work. Close-ups advisable

Pictures: Singing in the bath; getting behind the ears; Mary assists, struggling with the towel; under the shower, let me rub!, drying by the

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fire, open-air bath in the summer, bath night at camp, bath night in the caravan, bath by hose-pipe, cleaning teeth

BEACH SCENES Endless scope for "happy" pictures

Ideas Sandcastles, "puddings", paddling, waves, splashes, ice-cream, "forty winks", sunbathing, a helping hand with the towel, crabs, fisherman's tales, helping with the nets, beach games, fishing, Johnny's first paddle, baby on the beach, dogs on the beach, picnics, afternoon tea, on the pier, beach exercises, beach gymnastics, beach salesmen, pattern pictures, sunsets, harbour scenes, reflections, at the fun fair, wasps, seagulls, mud, wind, rain, donkeys

BED-TIME Bed-time offers scope for child studies and competition pictures

Suggestions Preparing for bed, putting "Teddy" to bed, bed-time stories, Johnny struggles with his pyjamas, winding the clock, pillow-fighting, bed-time exercises, asleep

BEES Bee-keeping is an occupation of a large number of serious workers and pictures of new ideas and technical interest about bees are of value. Free-lancees would do well to become acquainted with expert bee-keepers, who may be in a position to allow a photographer to secure some saleable pictures



BIRDS' NESTS When storks come to England and baby storks at that there must be pictures. Good pictures of natural history interest animal and bird babies nests in curious places and on on are always acceptable

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BEHIND THE SCENES Main idea, Pictures taking readers "behind the scenes" in various walks of life

Ideas Medical students in the dissecting-rooms, student learning from skeletons, dental surgeons practising the "pull", scenes of college life, learning to be a "vet", in the operating theatre, "Behind the scenes" in theatre-land—making up and so on, in a newspaper office, at the telephone exchange, on a fox farm, manufacturing drugs, "secrets" of industry, the work of the Medical Officer of Health, "behind the scenes" in sport, films, broadcasting, book production and so on, designing fashions

BICYCLES Camera studies featuring bicycles are of value to the Bicycle Press. They must, however, be more than mere personal snaps. There is certainly scope for good work on the cover picture style, featuring bicycles

BIRD AVIARIES Good bird aviaries are worth an occasional visit. Pictures of technical interest may be obtained, specially if the owner has had ideas about general lay out and improvements in accommodation, etc. Humorous pictures can sometimes be secured. Pigeon lofts are of interest sometimes

BIRD SHOWS Scope for pictures of topical and specialised interest, and possibly humour

BIRDS' NESTS Birds' nests in queer places—in a schoolroom, letter-box, man's coat, and so on

IDEAS FOR PRESS PICTURES

BOTANICAL GARDENS These gardens are worth an occasional visit. Also valuable is a chat with the gardener in charge.

Ideas Pretty-pretty pictures, summer-time "happy" pictures, studies of the trees and blooms, pictures of technical interest and of any experimental work, pictures of work in the greenhouses.

BOYS' CLUBS These institutions are becoming increasingly important and are worth an occasional visit in both winter and summer. Sometimes novel experiments in leisure-time activities are being carried out.

Picture possibilities are Boys' games, physical training, first aid, health class, shower-baths, boxing, stage work, camping, cross country running, swimming sports, week-end camps and demonstrations of various kinds, various kinds of handcrafts, printing a magazine, a club orchestra or dance band, annual sports, and so on. Promising athletes are sometimes found at these clubs. These remarks apply equally to girls' clubs.

BOYS VERSUS GIRLS The general recognition of sex inequality sometimes provides the motif of a Press picture.

Examples Girls learning carpentry and metal-work, boys learning cooking and stitch craft, boys versus girls in sport, and so on.



BOYS VERSUS GIRLS Girls become air minded This picture shows an excellent treatment of a topical subject—the new uniform of the Civil Air Guard Unusual pictures can be secured by looking up

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BROADCAST INTEREST. Limited scope.

Ideas: Pictures of people who are going to broadcast; pictures of places and activities associated with a broadcast talk; "at home" pictures of radio personalities.

C

CAMPING Enormous scope for topical and competition pictures Close-ups advisable

Ideas Setting off for camp, preparing the site, erecting the tents and being "mixed up" in canvas, camping fashions, an early cup of tea, mealtimes, camp fires, bedtime, shaving, help from the ladies, camp games, children in camp, bath night, improvised shower baths, camp intruders (cows, goats, bulls), asleep, dogs in camp, and cats, night time in camp land, washing day in camp, camp lessons for children, camp gadgets

"CANDID" PICTURES The success of these pictures is due to the fact that they are so real and have caught the subject exactly as he or she was engaged in activity They are really action pictures which are much lower down the speed scale They are the exact opposite of the posed picture The modern miniature camera with its fast lens has facilitated this work Examples Close ups of an orator, a boy peering at a shop window, a bather rubbing herself with a towel, someone eating an egg, small boy struggling to put on his trousers, and so on

CARAVANNING Scope for pictures of several types

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Ideas "Fine" pictures featuring caravans in beautiful surroundings, pictures of cars and caravans "on the road", "happy" pictures with the caravan in the background, from the caravan window, caravan interiors, bedtime, bathnight, round the "fire" with the wireless, pictures of technical interest (See Camping)

CAT SHOWS Topical and humorous pictures

CATS Scope for "fine" pictures and pictures of feature and competition type

Ideas Close-ups, action pictures, cat "tricks"—ringing doorbells, jumping hurdles, climbing, drinking tap water and so on

"CAVING" Underground exploration work which is carried out in many parts of the country offers scope to those who are prepared to enter into the difficulties of this work Flashbulb work here

CHILDREN AT PLAY Considerable scope here for several types of pictures—"Fine" child studies, humorous and competition pictures and pictures for article illustration

Ideas Action pictures of children at their various games, school games, "street" games, garden games, beach games, camp games, indoor occupations, hobbies, art work, things to make, playing schools, playing "Mother and Father", bed-time, bath night, washing and dressing, learning domestic subjects, playing

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with friends, animals and toys; photoflood studies; sun-bathing; being examined by the doctor; playing hospitals, soldiers, nurses, and so on.

CHRISTMAS. Scope for topical and "happy" pictures.

Ideas: Christmas crowds and shopping; Christmas Eve for the children; Christmas morning; Christmas dinner; mistletoe; Christmas trees; party fun; preparations for Christmas; making the puddings; preparations in hospitals and other institutions; Christmas in out-of-the-way places—lighthouses, radio stations, in aeroplanes, on ship, and so on; making Christmas toys; where they grow Christmas trees and mistletoe; the Christmas fat stock show; making Christmas crackers; carol-singing; people who work at Christmas; post office rush; railway station "rush" on parcels.

CHURCHES. Churches, clergy and congregation sometimes provide Press pictures.

Examples: Arrivals and departures of well-known and "sporting" parsons; weddings of well-known parsons; quaint church customs; churches associated with broadcast interest; curates "spring-clean" the church; a church service run by young people; new ideas in church life; churches of historical interest.

CIRCUS LIFE. Circus life offers scope for good pictures. Permission should be obtained



CHRISTMAS Pantomime pictures are popular at this time of the year. Everyone likes to see behind the scenes. The stage sport training for careers, tireless industry and so on are worth consideration for this type of picture.

IDEAS FOR PRESS PICTURES

from the authorities. Miniature cameras valuable here.

Ideas: Action pictures; acrobats; clowns; dancing; performing animals; circus crowds; "behind the scenes" pictures; close-ups of the animals; caravan life; artists practising and preparing; fireworks; and so on.

CLIMBING. Scope for topical pictures and series.

Common examples: An awkward "bit" and so-and-so; Eve gets a helping-hand; schoolboy climbers; and schoolgirls.

CLOUD PICTURES. Cloud-formation offers scope for the camera. Pictures may be taken from the ground, from heights or from the air. Such photographs would be of the "fine" variety.

CLOUDBURST PICTURES. Occasionally a terrific storm causes real havoc, roads becoming rivers, water entering houses and shops, bricks in the roads being forced up, and so on. Scope for topical pictures if speedily handled.

CONSTRUCTIONAL WORK. Pictures of interest to those who are "handy" with tools—outhouses, greenhouses, garages, garden decoration, garden gates, poultry houses, aviaries, pigeon lofts, furniture, and so on.

CONTRASTING PAIRS. Main idea: Pairs or series of pictures illustrating contrast—old and new; boys and girls; men and women; East and

IDEAS FOR PRESS PICTURES

West, summer and winter, large and small, high and low, morning and evening, sea and country, wet and dry, fast and slow

COUNTRY FAIRS These fairs may be well worth a visit

COVER PICTURES Free lances should not forget to enlarge suitable negatives for cover pictures and half page or whole page reproductions. These enlargements should be in the same proportions as the anticipated market and about a third or half as large again

COWS Scope for unusual treatment.

Ideas Close ups, landscapes featuring cows or calves, friendly cows and calves, young people milking, and so on

CRICKET Cricket matches in themselves offer little scope for free-lance work. Test matches and county cricket, however, produce certain "by-products" worth mentioning. Sometimes a little known cricketer suddenly "appears" in first-class cricket by means of an outstanding exhibition. Or a young player astounds the cricket world with a century against a county team. During the Test matches there is a demand for pictures of all kinds concerning possible selections. Players live or stay in all sorts of places and there is always a chance for a free-lance effort.

CRUISING (on ocean liners). Scope for pictures of various kinds

IDEAS FOR PRESS PICTURES

Ideas: Life on board ship; ship's crew at work; seascapes; rough seas; seagulls; "happy" pictures; candid pictures; travel interest; deck games; harbour pictures.

CRUISING (Private). Pictures of technical interest; pictures of neighbouring cruisers, yachts, etc.; "happy" pictures; "at home" pictures; seagulls; fishing; harbour pictures.

CUSTOMS AND SUPERSTITIONS. Quaint customs and superstitions offer scope for topical pictures and also for "write-ups" of an historical interest. Examples: Sunrise at Stonehenge, Shrovetide games, and so on.

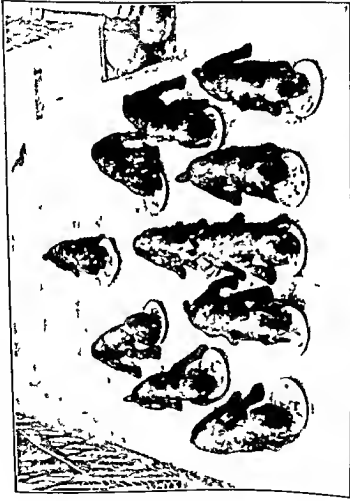
D

DISAPPEARING VILLAGES. Sometimes a village "disappears," as does the land at certain places on the coast. Scope here for topical write-ups, feature pictures and interviews, pictures of the last cottage, the inhabitants, and so on.

DOG SHOWS. Apart from topical pictures dog shows offer scope for "fine" dog studies featuring a variety of breeds and also for humorous pictures, such as a "conversation" between the biggest and smallest dog in the show, or a Franco-German "conversation."

DOGS. Unlimited scope for all types of pictures.

Ideas; Close-ups of "heads" and "full length"; "family" groups; bath night, wash and brush-up, play-time; doggie "tricks"; in "trouble"; dogs in sport; dogs in cars; dogs at the seaside; visits to kennels; dog-racing interest; professional uses of dogs; dog training; strange friendship with dogs; dogs as foster-mothers; "happy" studies.



DOGS Most Cameramen cannot resist getting to work where dogs and particularly puppies are concerned Few Editors can resist a good puppy picture or a good baby picture of any kind

E

EAST COMES WEST. Main idea: Life in the "foreign" quarters of our big towns, where groups of people from every quarter of the globe collect and enjoy to some extent their own peculiar predilections.

Ideas: Character studies, candid pictures; hobbies; customs; games; religion; amusements, and so on.

EVE IN INDUSTRY. Popular ideas of sex inequality is the motif of numerous feature pictures.

Pictures of this type are: Training women doctors; women dental surgeons; women opticians; women surveyors; women architects; a woman blacksmith; a woman chimney-sweep; a woman motor-mechanic; a woman shaving men at a camp; women in various mechanical industries; women on the farm; airwomen; sportswomen; women motor-racers; a woman bricklayer; and so on.

F

FARMING. Scope for pictures of several types—"fine" pictures, topical pictures, humorous pictures and pictures of technical interest.

Ideas: Close-ups of cows, horses, pigs, poultry and so on; milking time; Eve on the farm; introduction of new ideas; feeding time; farming experiments; strange farming and friendships; a dog's life on the farm; sheepdogs, "family life" among the animals; holidays on the farm; Christmas at the farm.

FATHER SHOWS SON. This is a common type of picture featuring well-known people. Also Mother Shows Daughter.

Main idea Well-known cricketer shows his son how to "straight bat"; jockey shows son the saddle, swimmer introduces daughter to a few strokes.

FILM INTEREST. The making of films in various parts of the country offers scope for topical pictures. Local scenes and local talent are sometimes included in modern film-making.

FIRES. Big fires and explosions naturally offer scope for topical pictures if they are serious enough and specially if they occur in valued property or concern well-known people. Action

pictures may be secured with a fast lens and shutter.

FISHING. Scope for "fine" pictures, series, technical pictures and topical pictures. Pictures must be convincingly real. Scope for cover pictures and occasionally good action pictures.

Other ideas: Fishing competitions; young "learners"; Eve at the rod; helping hands; "personalities" fishing; pictures from the breeding stations, and so on.

FLOODLIGHTING PICTURES. Nowadays floodlighting has become popular and very effective. This form of night illumination offers scope for excellent pictorial work which is by no means out of reach of the beginner.

FLOODS. Flooded areas, following very heavy rains, offer opportunities to photographers "on the spot." All sorts of things go floating down the river, people are marooned, and rescues have to be made.

Pictures: General scenes of flooded areas (air pictures are sometimes secured); marooned people looking out of top-storey windows; boats going up streets; police and others handing up food to marooned people; cats sitting in bowls sailing down the road, and so on. This work is topical and must be done speedily.

FLOWERS. Scope for "fine" pictures and pictures of interest to the gardening Press and for article illustration. Visits to friends' gardens,

nurseries and greenhouses may be worth while. Also pictures of experimental work.

FLYING-CLUBS A connection with a flying-club, from a free lance point of view, is of value at times. Well-known people, and, more likely, sons and daughters of well-known people, take up flying as a hobby and might provide topical pictures. Special air meetings and rallies have some topical interest.

FOOTBALL What has been mentioned about cricket may be said about football. There is little scope in football matches, but topical pictures of players likely to be in the news are a possibility.

FRUIT. Ideas. Pictures of technical interest to gardening Press, pictures illustrating hints and ideas, pretty-pretty pictures of fine specimens of fruit, topical pictures of fruit picking, pictures of experimental work.

FUN OF THE FAIR. The "Fun of the Fair" offers scope for all kinds of pictures. With the modern fast lens it is possible to secure some amazingly "candid" snapshots of people having a good time. Close-ups are very effective.

Pictures. General crowds, close-ups of oolookers, the show-people shouting, people throwing, people on the various "gadgets", the show salesman, caravan life, the fair at night, fireworks, coming down the various "shutes" and so on, the show actors, "behind-the-scenes" pictures, open-air displays of various kinds, the baby show. Competition pictures are a possibility.



GLIDING Flying clubs and defence gliding and even model aeroplanes afford material for topica and technical notes pictures. Care should be taken to take advantage if possible of clouds which improve the photograph picture all.

G

GARDENING. Two main types of pictures—the “fine” pretty-pretty type and the technical interest type.

Ideas for “fine” pictures: general views of gardens; beds of flowers; bunches of fruit; orchards; vegetable gardens; making the most of a small garden or window-box; garden lay-out; garden decoration; a roof garden; a garden pond; greenhouses. Ideas for pictures of technical interest: How to do this and that; growing unusual plants; making a rock-garden; using concrete; constructing a pond; unusual blooms; gardening “freaks.”

GIPSY LIFE. Gipsy life offers scope for pictures of the feature and competition variety. Pictures, of course, must “ring true” to be of value.

GIRL GUIDES. Ideas: Pictures of specialised interest to guide organisers; outdoor activities; indoor activities; camp scenes; “happy” pictures; special instruction “week-ends” for Guides.

GLIDING. Pictures of gliding have topical interest, but are all very similar and may prove

IDEAS FOR PRESS PICTURES

disappointing. Well-known people taking up gliding, however, would offer picture possibilities. Persons making their own gliders would be interesting.

H

"HAPPY STUDIES" Essential qualities—close-ups of "happy" faces

Ideas Eating an apple, strawberries for tea, another ice, on the Dodgem cars, coming out of a shop with a toy, baby laughing, picking fruit, rowing a boat on the river, swimmer clambering out of the water, under the shower-bath, a good towelling on the beach, playing leap frog, playing with slot-machines on the pier, child nursing doll, children playing with water, grandfather reading the paper, children cleaning teeth

HARVESTING Scope for "fine" and topical pictures

Ideas The horses, landscapes, help from Eve, young people lend a hand, candid studies, character studies of the farm workers, evening time, new ideas, a rest in the shade

"HE BUILT IT AT HOME" People who are "always doing something" of a constructional nature offer scope for topical and technical interest pictures

Examples Building his own house, building a holiday bungalow, building a caravan, a light aeroplane, a houseboat, a speedboat, a car body,

IDEAS FOR PRESS PICTURES

an elaborate summer-house, scientific apparatus, a swimming pool

HEAT WAVES Scope for topical and "happy" pictures

Ideas Rush on ice cream, working in the ice factory, heat-wave fashions, rush for bathing, children's heat-wave fashions, people resting in the shade, bathing in unusual places

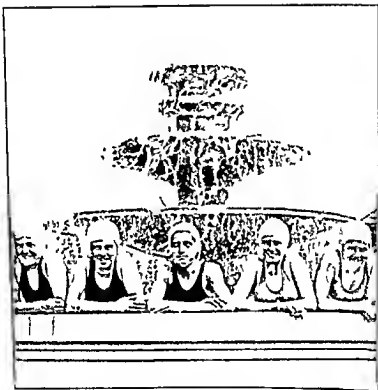
HIKING These pictures are usually of the "happy" type and the travel interest type

Ideas Candid pictures, well-laden for the week end, lunch at the farm, a "breather" on the old gate, a "lift", advice from an old yokel, the young hiker, cooking sausages, tent erection, at the hostel

HISTORICAL INTEREST Main idea Pictures which can be written round with an historical "slant"

Examples Buildings, churches, chapels, schools, inns, inn signs, monuments, figures cut in the earth, prehistoric remains, old prehistoric roads

HOLIDAY CAMPS These camps are now so popular and well advertised in the Press that it is possible for holiday camp pictures to become a distinct type of picture, mentioning the fact that it is a holiday camp picture and not a private one. Scope for "happy" and humorous pictures of the topical and competition type (See Camping, Beach, Happy, etc)



HEAT WAVES Holidays and heat waves bring their fun and provide chances for the cameraman grown ups children and even animals all offer scope A little arranging goes a very long way in this type of picture

HOLIDAYS.—Scope for pictures illustrating the holiday spirit.

Ideas: Packing; "breaking up" at school; on the railway station; trainloads of holiday-makers; heavy-laden cars; motor-cycles and cycles; humorous treatment of holiday accommodation "discomforts"; taking the dog or cat. (See Camping, Beach, etc.)

HORSE SHOWS. These shows are worth a visit.

Ideas: Action pictures; young jumpers; "personalities"; children of well-known people; snapshots of well-known spectators; close-ups of horses; in the children's ring; action pictures of the high-jumping.

HORSES. Horses are an excellent subject for "good" photography and for cover pictures. This work needs very careful handling. A good idea would be to make friends with the owner of suitable horses and then to make friends with the horses and their offspring also.

HOUSEHOLD HINTS. Household hints and "gadgets" are sometimes worth photographing or sketching. This suggestion includes simple carpentering, metalwork and electrical work.

HUMAN INTEREST. The value of some pictures may best be described as a property which captures human imagination and arouses the emotions. Striking examples of this are the "quads" and the "quins."

IDEAS FOR PRESS PICTURES

Other examples occur from day to day—a house wrecked by a gas explosion; triplets all win a prize at school; a house from which the occupants have vanished without a trace; a cat which finds its way home from a long distance; a five-year-old who travels the *Atlantic alone*; someone who spends half his or her life in hospital; an article on hermits and where they lived.

HUNTING. All forms of hunting offer excellent opportunities for the camera. "Fine" pictures, cover pictures and series should be considered. A great advantage is a knowledge of the sport and local conditions. Scope here for "personalities" and social interest pictures. Hunt balls are often attended by well-known people.

I

ILLUSTRATED CORRESPONDENCE. Freelances should always be on the look-out for an opportunity to write letters "round" pictures and to secure pictures specially for this purpose.

IMPROVEMENT SCHEMES. Scope for topical pictures and pictures of technical interest.

Examples: New estates; new institutions; town-planning schemes; modern road schemes; pictures illustrating striking contrast or "old and new"; modern schools; modern churches.

INVENTIONS.—Inventions are often a source of interest and a photographer who is lucky enough to have the confidence of someone doing some research work may have splendid opportunities for securing interesting pictures. Series of photographs showing various stages of an experiment, special apparatus, pictures of the laboratory and the research worker at work, are all of interest. Topical pictures may be secured from time to time.

IS THIS A RECORD? This type of Press illustration is well known.

IDEAS FOR PRESS PICTURES

Examples: Giant vegetables; tall flowers; extraordinary egg-laying fowl; a dog or cat which has found its home after travelling a long distance, summer flowers in winter; large vegetable crops, and so on.

J-K

JAMBOREES. Scouts and girl guide jamborees are of interest to the free-lance.

Ideas: Early preparations; snapshots of "personalities"; erecting the various stalls and facilities; the food store; the jamboree post office; helping hands; camp scenes; bath time; shaving time; round the fire; various displays; scouts help guides and vice versa, and so on.

KITTENS. Endless scope for saleable pictures. Good technique essential.

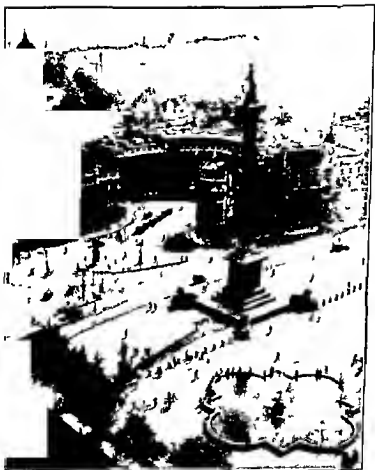
Pictures: Pretty-pretty "kittens in basket" style; kittens playing together; kittens with slippers, wool, etc.; kittens stalking; close-up "fine" pictures; "circus tricks"; kittens with unusual playmates.

L

LANDSCAPES Landscape pictures, as far as Press work is concerned, are of value if they are of the "fine" type and suitable for big reproduction and cover pictures

"LEARNING TO BE A —," Pictures of young people learning their trades and professions are of interest. Such pictures are obtained both at the workshops and other places concerned with the practical work and at the lecture and demonstration rooms. Almost every occupation offers scope—medicine, surgery, veterinary surgery, dental surgery, education, learning to be an airman or a gunner, an airways pilot, a policeman, a lawyer, a domestic science teacher, a farmer, a detective, a printer, and so on. Topical events and the seasons have an effect upon the topicality of subjects. Scope for series

"LEAVING HOSPITAL" This type of picture usually concerns someone well known who is returning home or to work after an accident. We see such pictures from time to time featuring a jockey, an airman or a racing motorist. Such people may be photographed recuperating at home or by the sea or at some occupation quite unconnected with the sport or activity professionally associated with the person concerned



LOOKING DOWN Unusual pictures can often be secured by looking down upon all kinds of subjects. This attractive picture looks down on Trafalgar Square.

LEGAL PROCEEDINGS. "Personalities"; properties concerned, and so on.

LITTLE THINGS TO MAKE. Useful articles which are easily made should be photographed or sketched. Acquaintance with a handcraft teacher might prove useful.

LOCAL INDUSTRIES. An occasional visit to local places of industry may be worth while. Scope for topical pictures and series.

Ideas; Making aero-engines; aeroplane parts; delicate instruments; shells; bombs; uniform; engineering works; canoes; racing boats; boxing gloves; golf balls; cricket bats; hockey sticks; toffee apples; balloons; beacons; bottles; jam-jars; traffic signals; antique furniture; toys; cameras; special tyres, and so on. Also special processes such as bookbinding, plating, and so on. Local potteries are usually easily accessible.

LOOKING DOWN. Original pictures are sometimes secured by looking down upon a scene from such places as roof tops, church towers, high windows, tops of tramcars, bridges, cliffs and so on. Scope for humorous pictures, too.

LOOKING UP. A "worm's eye" view is sometimes very effective, although more difficult, often, to handle than "looking down" pictures. Scope for humorous pictures and also pictures of the pattern or "would you believe it?" type.

M

"MADE OF ODDS AND ENDS" Main idea Pictures of useful articles made from discarded material and odds and ends—new uses for old motor tyres, car bodies, wheels, and so on

MAYORS AND CORPORATION The "doings" of the City Fathers occasionally provide Press pictures Elections of well known people to the office of mayor, alderman or councillor may be of interest Municipal officials are specially in the news at the opening ceremonies of new institutions and special visits by well-known people

MEDICAL INTEREST Pictures of medical interest have news-value and a fascination to many

Ideas Cases of medical interest such as a person who has broken a leg a dozen times or a person recovering from a fractured spine, studies of doctors, surgeons and nurses at work, "at home" in hospital, sunlight treatment for children or workers, the factory doctor, in the dentist's chair, pictures of people engaged in various activities at institutions, at the animal hospital, at the doll's hospital

MICE Tame mice and rats offer scope for humorous and competition pictures Technical

quality essential in this work, but there is endless scope for novelty

MICRO-PICTURES Ideas Pictures of the puzzle and "would-you-believe-it?" type of objects seen by the microscope Also pictures of real technical interest

MINIATURE RAILWAYS Elaborate miniature railway systems offer scope for feature pictures In all cases of model making and hobbies the "news value" of the owner plays a part in the "news value" of any pictures

MODEL AEROPLANES Visits to model aeroplane clubs are worth while Planes are constructed in winter months and "flying" meetings are held during the summer Some of the models are very elaborate indeed, and a few are petrol-driven Scope for pictures of technical interest and also feature pictures Well known people are to be found among model aeroplane enthusiasts

MODEL MAKING Pictures of unusual and elaborate models, miniature villages, houses, farms, and so on

MODEL SPEEDBOATS Model speedboat making is a very popular hobby in certain towns These models are petrol driven and are very fast Enthusiasts are constantly constructing new boats and engines Hydroplanes are sometimes constructed Scope for feature pictures and pictures of technical interest

IDEAS FOR PRESS PICTURES

MONKEYS. Pet monkeys offer scope for good pictures of the "fine" feature and humorous type

MOTHER AND CHILD "Fine" and "happy" pictures featuring mother and child Also father and child This idea can also be worked out with animals

MOTOR-CYCLE PICTURES Travel pictures featuring motor-cycles are often worth while if they are good and suitable for fairly large reproduction

MOTORING PICTURES There is ample scope for "fine" pictures with a new motor-car well featured Such work must be technically good and suitable for big reproduction There is also scope for pictures showing motor cars both new and "rough" "rough" pictures to give testimony to the car's reliability and so on

MOTOR-RACING Scope for topical action pictures and "personalities" Scope for "personalities" pictures of the "preparing for the event" type, also pictures of technical interest This also applies to motor-cycle racing

MOUNTAINS Scope for "fine" and feature pictures

Ideas "Fine" landscapes, joys of climbing, a "breather", cars, motor-cycles and bicycles on mountains

N

NATURAL HISTORY. Scope for series and single pictures of bird and animal life, such as for an article on the water-fowl. Special knowledge essential.

"NOT TOO OLD" Main idea. Pictures showing people "still at work" or people embarking upon new enterprises in later life—"99 and still shoeing horses," gliding at 70, swimming at 75, and so on. This idea also applies to animals.

"NOT TOO YOUNG" Main idea. Pictures showing children doing things at a very early age.

Ideas. Very young gymnasts, young swimmers, early stages with a football, early days with a cricket bat, young pilots, travelling long distances alone at an early age, young boy or girl on frisky horse, small child leading a bull at a show, juvenile performers, young acrobats, young sunbathers, young golfers. Note. Children of well known people have special news value.

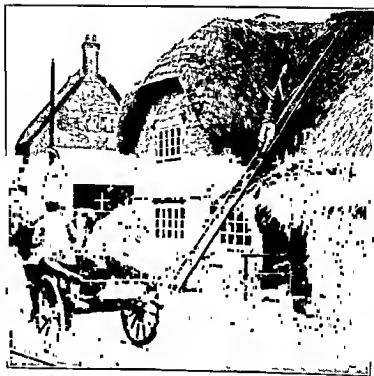
NOVEMBER THE FIFTH. Guy Fawkes' Night and the preparations always involved offer picture possibilities.

Pictures. Making fireworks, collecting for the bonfire, making the guy, pictures of the blazing fire, pictures of firework displays, November 5th in children's hospitals, and so on.

O

OLD INDUSTRIES. Interesting *.....*
the arts and crafts which are disappearing for
ever; series of good close-ups of the processes
concerned; feature pictures of the craftsmen at
work; pictures of the revival of ancient industries
and methods; pictures of the preparation of
material used in special crafts.

ORDINATIONS. Sometimes the decision of a
person to enter the ministry is of special interest,
and therefore "topical." This is specially so if
the person concerned is well known in spheres
other than those ecclesiastical, such as sport,
industry, science, and so on.



" OLD INDUSTRIES " Ancient arts and crafts and unusual forms of handwork are good for feature pictures and write-ups " A thatcher at work in Dorset was the attraction here

P

PANTOMIME. Scope for topical pictures of preparation for pantomime and "behind the scenes" pictures. Pantomimes in out-of-the-way places, hospitals, institutions, on board ship, abroad, and so on, sometimes provide good pictures, specially if they are novel or feature well-known people.

Ideas: Rehearsing for pantomime; making up; speciality dancing; fitting up special apparatus such as giants, big spiders, ducks, coaches and other semi-mechanical novelties. Pictures may be secured, of course, during the rehearsals, which usually commence a few weeks before Christmas. Early in November auditions are held in many towns for young performers of merit.

PARKS. A stroll through the park may provide useful pictures.

Ideas: "Forty winks" in the park seat; blooms; feeding the ducks; dogs in the park; picnics; at the sailing ponds; toddlers toddling; the tri-cycle race; children of well-known people; the "tree surgeon" at work; in the botanical gardens; in the park greenhouses; receiving the benefits of the sun; in the park in spring; in winter; in autumn; in the snow.

PARTY TRICKS. Pictures of ways to entertain party guests—new games, sleight-of-hand, simple tricks, conjuring, puzzles, scientific toys and games, card tricks, and so on

PATTERN PICTURES. Scope for originality. Almost any object may be the subject of a pattern picture—a piece of string, a wood shaving, leaves, shadows, iron railings, utensils, pebbles, cobbles, and so on. Scope for series and competition pictures

PERSONALITIES Three types of pictures feature personalities—"heads," action or characteristic studies and "at home" pictures. All three are of interest to the free-lance. The latter type are of special interest

Ideas Showing well known people and their children in the garden, playing, at various hobbies, on the beach, at various sports and activities other than those they are more commonly associated with. Note Well-known people often visit out-of-the-way places in the country and seaside. Care must be taken, of course, not to offend

PHOTOGRAPHIC "GADGETS" There is now a ready market in the photographic Press for illustrations of photographic "gadgets" and "dodges". Some of these illustrations are from drawings and others from photographs. Inventive free-lances should not overlook this opportunity

PHOTOGRAPHIC "STRIPS" Main idea "Strips" of three, four, five, six or more pictures

(a) You wish bananas
already served up
divided into three
portions? All right!



(b) Hidden needle
cuts through fruit
inside as desired
without jarring the
skin



(c) Container then re-
t over the skin. Hey,
there! Who said
three portions?



which "tell a story." Scope for originality and humour.

PHOTOGRAPHING THE PHOTOGRAPHER. Scope for good pictures of photographers in action.

Ideas: Pictures of Pressmen securing their shots, photographers at work in the zoo and at the seaside, pictures at meetings of photographic societies, and so on.

Notes:

pleased to allow a photographer to secure pictures. Pictures of new lay-out and equipment may have some technical value. From the free-lance point of view, however, humorous pictures in the farmyard should not be overlooked. Competition pictures are a possibility.

POULTRY FARMS. An occasional visit to a modern poultry farm is worth while. There is

"PREPARING FOR THE —." These pictures illustrate anticipation for coming events, and show people at work doing something in preparation.

Examples: Preparing for the holiday season by painting up boats, erecting tents, painting the pier,

and so on. Other events which involve preparation are Bank Holiday rushes, Christmas, November 5th, Armistice, harvest festivals, summer facilities, sports grounds, schools, Royal visits, General Elections, pantomime, big shows and fairs, and so on. There is scope for anticipation pictures in sport, showing early training for football, cricket, tennis, and so on. Also such topical pictures as footballs being delivered to a school.

PRETTY-PRETTY A number of Press pictures are of the pretty-pretty or sentimental type, having no real interest or beauty.

Examples Dogs dressed up, small girl with big dog or big book, cat looking at goldfish, miserable-looking girl with a cow, called "Beauty and the Beast", and so on. Many of these pictures are very ordinary and are the product of the beginner. Free-lances should strive to graduate from this work to pictures of the type suggested in this book.

PUBLIC PRESENTATIONS Public recognition of some deed or honour offers scope for topical pictures. Such presentations are usually connected with rescue work, winning a coveted scholarship, and so on.

PUPPIES Pictures of young puppies have an irresistible appeal. Three main types—"Fine" studies, puppies at play (eating hats and so on), and "ordinary" pictures of the pretty-pretty type. Endless scope for such pictures. A little garden,

IDEAS FOR PRESS PICTURES

old clothes, old hats and shoes, animal playmates, human playmates, jumping hurdles, big flower pots, pair of scales, and so on, are all helpful in this work. Action and humour pay here. Scope for competition and cover pictures.

PUZZLE PICTURES. Scope for originality. The puzzle element is usually obtained by photographing the object from an unusual angle or by slight magnification. Fairly common objects should be the subjects of this work. Scope for series.

Q

QUEER CARGO. Main idea: Pictures of unusual cargo on ships, trains, motor-car and aeroplane.

Examples: Arrival and departure of zoo animals; removing a whole farm by a "Noah's Ark" train; taking a sheep to market in a saloon car; and so on.

"QUEER SHAPES." Scope for topical and feature pictures.

Ideas: Queer-shaped potatoes; queer-shaped houses; trees; clouds; rock formation, and so on.

R

RACE MEETINGS. Limited scope at important races, but some scope at smaller ones and at local steeplechases

Ideas Action pictures, "spills", promising young riders, "personalities", exciting finishes
At important meetings there is scope for picture-making among the crowds

RAILWAYS. Scope for original treatment

Ideas Out of the carriage window, on the footplate, landscapes, on the platform, in the engine sheds, making locomotives, carriages, rails, and so on

REFLECTIONS Reflections have always been a source of attraction to photographers with ability for work somewhat out of the ordinary
The sea, lakes, canals, rivers, streams, puddles in the road, wet roads, shop windows, mirrors, skittles, and in fact anything shiny offers scope to the photographer with skill and ingenuity
Competition pictures and series are a possibility with these subjects

RESTORATION OF VALUED BUILDINGS

From time to time buildings and monuments of value are threatened with demolition and decay.

Sometimes these properties are rescued and restored. In both cases there is scope for Press pictures. It is usually necessary to dig up some historical details. A good deal can be done if the property is really valued and if the restoration, when completed, will arouse public recognition and publicity. Sometimes a society purchases valued buildings which are falling into decay.

ROUGH SEAS Really rough seas offer scope for amazing pictures. Photographers living on the coast are certainly not excluded from this work. Photographers in service on the seas have wonderful, but no doubt dangerous, opportunities. Knowledge of weather conditions and tides is, of course, an advantage. Very rough seas at our seaside resorts provide topical pictures. In these cases human interest is very important. Scope, too, for "fine" pictures.

ROYALTY Good pictures of Royalty are worth their weight in gold. Numerous Press pictures are "by-products" of Royal visits and such pictures are of the kind likely to be secured by free-lances.



ROUGH SEAS Stormy seas, gales, cloudbursts, floods and so on all offer scope for top cal pictures. This picture shows a good splash at a popular seas de resort.

S

SCHOOL. Scope for pictures of several types. Ideas: Willingly to school; prayers; singing; play-time; school games; "lunch"; lessons; exams; in the workshop; the school gas-engine; in the library; morning milk; school dinners; boys versus girls; shower-baths; school gardening; cycling club; rambling club; wireless club; school experiments; organised excursions; school sunbathing; the school doctor; the art class; cooking; field work; a school election; printing the school magazine; teachers "half-time"; school camps; school pets; school farming; special training schools.

SCHOOLBOY TOURS. Schoolboy and school-girl tours at home and abroad provide pictures.

Ideas: Preparation; departure; sightseeing; leisure activities; domestic scenes; and so on.

SCIENTIFIC INTEREST. Main ideas: Series of pictures or a picture illustrating an article treated in a popular science "slant"—such as "landscape with the lid off," describing hills and so on from a geological point of view—with photographs and diagrams.

SCOUTING. Scouting activities provide scope for pictures of specialised interest, and also

IDEAS FOR PRESS PICTURES

sometimes for topical pictures of general interest
Cover pictures and competition pictures are also a possibility

All branches of real Scouting offer scope
Camping, novel indoor work, week-end work, special training courses, useful hints and "dodges", and so on Activities mentioned in section on *Boys' Clubs* may be noted in connection with Scouting Series of photographs suitable for illustrating articles are worth noting for those who are interested in the administrative side of Scouting

SEASCAPES As with landscapes, seascape pictures have to be of the "fine" type, suitable for big reproduction and cover pictures

SHEEP Scope for out of the ordinary treatment

Ideas Close ups landscapes featuring sheep or lambs, sheep shearing, sheep washing young lambs gambolling—jumping over a small hurdle, and so on, pet lambs, "family" pictures the black sheep

SHIPWRECK It need hardly be emphasised that the unfortunate event of a ship forced upon our shores would be a subject of topical interest
Scope for pictures of 'human' interest

SLEEP Scope for unusual treatment

Ideas Children asleep, animals asleep, a tramp asleep, people asleep in the office, people



SNOW Snow sunshine showers sunsets and shadows all offer scope for the camera. This pretty picture taken near Ashdown Forest has appeared in a number of well known papers.

IDEAS FOR PRESS PICTURES

asleep in motor-cars; sleeping in the garden in summer.

SNAILS. Scope here for humorous and competition pictures. Close-ups and clear pictures essential.

SNOW. A rare event photographers should make the most of it when it comes.

Pictures: Landscapes; sun and shadow studies; child studies; the snowman; snowballing; moonlight fun; pattern pictures; snowdrifts; motor-cars held up; snow fashions, and so on. Cover pictures.

SPRING. Pictures portraying early signs of "life" in nature—sunshine, blossoms, lambs, and so on. Scope for "fine" pictures and cover pictures.

STAGE. The modern fast lens and the ultra-rapid emulsions now available have opened up a new field of photography at the theatre.
ereral stage scene
is scope for excellent studies of stagework, especially character studies and action pictures of dancers, acrobats, jugglers, wire-walkers, conjurers, and so on.

"STILL AT WORK." Main idea: Pictures of people and machinery which are "still going." Scope also for feature write-ups.

Ideas: Veteran craftsmen still at work—

IDEAS FOR PRESS PICTURES

thatchers, blacksmiths, tinsmiths, paper-makers, basketworkers, and so on, veteran motor-cars and motor-cycles, veteran machinery, veteran aeroplanes, old water wheels and windmills, old timepieces

STREET SCENES A few hours in town offers endless scope for "sharp shooting" Scope for "candid" and humorous pictures

Ideas Crowds, looking in shop windows, inside the stores, pictures taken from inside shops looking at the people looking in the window, inside the tram, train or bus, on top of the tram or bus, in the market place, morning coffee, inside the inn, boarding the tram, city workers, a dog's life in town, window reflections, raining in town, flower-sellers, sunshine and shadow, the rush hour, evening in town, midnight in town, and so on

"SUMMER ON THE WAY" Pictures illustrating the early days of summer sunshine

Ideas "Brave" swimmers, changing fashions in the park, putting up the bathing tents, bathing fashions (See also section "Preparing for the—")

SUNBATHING Scope for pictures of various kinds—topical, humorous and educational

Ideas Beach sunbathing studies, sunbathing

at the sunlight clinic, sunbathing on the roof,

IDEAS FOR PRESS PICTURES

sunbathing in the snow; winter sunbathing; school sunbathing, sunbathing at the children's institution or hospital. Note that sunbathing is really an "airbath" and not a sun "bake"

"SUNNY NOVEMBER." Pictures illustrating the mildness of the climate—people bathing in November, and so on

SUNSETS AND SILHOUETTES Scope for "fine" pictures and original treatment

SUNSHINE AND SHADOW. Scope for "fine" pictures and unusual treatment

Ideas Beams of sunshine falling upon certain objects, pictures in which shadows play a part in the composition, sunlight through trees, pillars, and so on, employing sunlight and shadow to "bring out" parts of the picture, pictures in which the shadow is the main consideration, shadow-patterns

SURF-RIDING This is certainly a subject for action and "happy" pictures if well handled. Close-ups of suitable people may prove successful

SWANS A good subject for unusual treatment, and pictures with a "human" touch

SWIMMING SPORTS Limited scope

Ideas Action pictures of diving, swimming personalities, comic features at galas, topical pictures of swimming feats, promising young swimmers

T

"THE LAST TRIP." These pictures are of the topical type, featuring such scenes as the last voyage of England's last paddle-steamer, last trip of a well-known ship or aeroplane, the last round of England's oldest postman, the last pull of England's oldest bell-ringer, the last trip of a ferry being replaced by a bridge, and so on.

TRADE INTEREST. Scope for pictures of a purely technical nature for technical publications—new ideas in trade and professional life, important promotions, new premises, staff changes, trade exhibitions, shop windows, and so on.

TRAVEL PICTURES Scope for "fine" pictures and series of travel interest. Good technique essential. Full use should be made of filters, clouds and so on. When touring it is possible to have more than one scheme in mind for travel pictures—rural scenes, farm scenes, pictures featuring motor-cars, motor-cycles, cycles, and hiking.

TRIAL RIDING Motor-car and motor-cycle trial riding offers scope for pictures to those who understand the sport and care to follow it enthusiastically. To get the best pictures it is necessary to know something of the conditions

of the course and the capabilities of the trial entrants and their machines. Very excellent pictures are sometimes secured. Of topical interest are pictures of well-known people taking part. Pictures of popular competitions, studying the map or preparing their cars before the event, are sometimes acceptable.

TRICK PHOTOGRAPHY. Those who have the time and inclination might do well to consider the possibilities of trick photography, which has the merit of being amusing as well as, sometimes, lucrative. Trick photography is quite a wide subject and is not easily mastered; but it is very effective. Competition pictures are a possibility here.

U—V

UNUSUAL ANIMAL FRIENDSHIPS Scope for topical and feature pictures

Ideas Fox-cubs and dogs, dogs as foster-mothers, queer bird friendships, queer friendships on the farm, queer friendships at the zoo, friendships between animals and birds

UNUSUAL HOBBIES Pictures of people at unusual hobbies are of value. The occupation and news value of the person concerned is a factor in some cases

Examples of unusual hobbies Making violins, making string figures, training fleas, building a house or a swimming pool, making models with matchsticks or fish bones, making models with wire, constructing cameras and so on

UNUSUAL HOLIDAYS Scope for series and write-ups of unusual holidays

UNUSUAL PETS Unusual pets offer scope for topical feature and competition pictures

Examples Lion cubs, cheetahs, wild cats, birds of prey, wild birds, jackdaws, owls, snakes, lambs, calves, pigs, squirrels, rats, mice, fox-cubs, ducks, swans, tame fish, monkeys, and so on

VEGETABLES Ideas Pictures of interest to gardeners for the gardening Press, pictures of experiments, hints and ideas



WATER STORAGE Drought is always a serious matter, and at such times to pool pictures are in demand. This illustration shows a pool nearly dried up at Whipp's Cross.

W

WASHING DAY. Scope for unusual treatment and humour Possibilities also of child studies in this connection—a helping hand, hanging up clothes etc

WATER SHORTAGE Scope here for human interest pictures

Ideas Rivers and streams at a low level, people with buckets obtaining water from springs, water-carriers, and so on

WEDDINGS Topical pictures of weddings of people with "news" value—sporting personalities, Army's tallest soldier, tallest curate, and so on Sometimes weddings of public interest take place in small village churches and little publicity is given beforehand

WINDMILLS Scope for "fine" pictures and series Also for general interest and historical write-ups

WINDS Action pictures illustrating the results of winds, trees bending, hats blowing, people staggering, gale danger, rough seas, broken telegraph poles, and so on

WINTER SPORTS Scope for "fine" and topical pictures

IDEAS FOR PRESS PICTURES

Ideas General "fine" views, action pictures, spills, pattern pictures, shadow pictures, personalities, helping hands, promising youngsters

WORLD RECORD BIDS All the year people are at work upon projects which are hoped to be of "world record" character. Sometimes their hopes are in vain, and sometimes they are fulfilled with unexpected suddenness. In any case it is certain that a good deal of work has been done for some time in preparation. Pictures concerning special record-breaking machinery and the people associated with them are valuable.



ZOOS Visits to the Zoo are well worth while. Young animals are specially attractive and every effort should be made to capture that psychological moment.

Y-Z

YACHTING. Scope for "fine" pictures and pictures of the action and "happy" variety. Special scope for action work. (See Cruising.)

ZOOS. A good deal of scope here, specially in the smaller zoos and in any private zoo.

Pictures: "Fine" studies; humorous pictures; zoo babies; mother and son pictures; feeding time; animals and birds "playing" with visitors; new arrivals; departures of zoo-bred animals from the zoos; zoo experiments; Christmas at the zoo; queer animal friendships; "human interest" stories from keepers, and so on. Note competition work.

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